

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE, 1986

	EVENING 7:00-11:00 PM										
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25-30 Min.	All 55-60 Min.	7:00-9:00 PM	9:00-11:00 PM(2)	All 7:00-11:00 PM Regular Special(3) Total(3)
HOUSEHOLDS % AVG. AUD.	10.7	13.3	13.1	10.9		12.1	13.5	11.9	11.7	12.7	12.3 13.4
NO. OF PROGRAMS†	5	14	26	10	IFR	9	26	33	32	36	68 20 88

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME		
	Informational(1)		11:30PM-1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00-10:00AM	10:00AM-1:00PM	1:00-4:30PM	10:00AM-4:30PM	Children's(1)	Sports	
	Once-a-Week	Multi-weekly									Regular	Special(3) Total(3)
HOUSEHOLDS % AVG. AUD.	6.6	9.9	4.5	6.5	5.1	4.4	4.5	6.7	5.8	4.2	3.6	5.9
NO. OF PROGRAMS†	6	3	7	13	9	6	14	11	25	26	5	15 20

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 8, 1986

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	25.4	21,820
2	FAMILY TIES	25.3	21,730
3	BOB HOPE'S BIRTHDAY(S)	23.9	20,530
4	CHEERS#	23.8	20,270
5	NIGHT COURT#	20.3	17,440
6	ALL IS FORGIVEN SPECIAL(S)	19.4	16,660
7	YOU ARE THE JURY(S)	18.7	16,060
8	CBS SUNDAY NIGHT*MOVIE#	18.3	15,720
8	MURDER, SHE WROTE	18.3	15,720
10	GROWING PAINS	18.0	15,460
11	ALL IS FORGIVEN SPCL(S)	17.5	15,030

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
12	WHO'S THE BOSS?	17.3	14,860
13	GOLDEN GIRLS	17.1	14,690
14	MOONLIGHTING	17.0	14,600
15	NBA CHAMPIONSHIP GAME 5(S)	16.9	14,520
16	MIAMI VICE#	16.6	14,260
16	60 MINUTES	16.6	14,260
18	AMERICA PICKS # 1 SONGS(S)	16.5	14,170
18	MIAMI VICE#	16.5	14,170
20	NBA CHAMPIONSHIP GAME 4(S)	15.4	13,230
21	227	15.3	13,140
22	KATE & ALLIE	15.0	12,890

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
•EVENING																																													
A TEAM						32	207	170	99	89	A	10.5	18	902	ABC WRLD NEWS TONIGHT-SAT						24	187	191	96	96	A	7.2	19	618	ABC WRLD NEWS TONIGHT-SAT						24	187	191	96	96	A	7.2	19	618	
TUE.						8.00P	60	NBC	A		B	16.0	25	1374	SAT. 6.30P 30 ABC N											B	8.7	18	747	SAT. 6.30P 30 ABC N											B	8.7	18	747	
ABC BUSINESS BRIEF-MON						16	188		89		A	7.9	13	679	ABC WRLD NEWS TONIGHT-SUN						31	157	161	83	83	A	5.2	12	447	ABC WRLD NEWS TONIGHT-SUN						31	157	161	83	83	A	5.2	12	447	
1 MON.						8.58P	1	ABC	N		B	12.6	19	1082	SUN. 6.30P 30 ABC N											B	7.4	14	636	SUN. 6.30P 30 ABC N											B	7.4	14	636	
ABC BUSINESS BRIEF-WED						32	185	143	89	83	A	11.6	21	996	AIRWOLF						6	176	203	90	99	A	9.2	18	790	AIRWOLF						6	176	203	90	99	A	9.2	18	790	
1 WED.						8.57P	2	ABC	N		B	14.8	23	1271	SAT. 9.00P 60 CBS A											B	8.6	16	739	SAT. 9.00P 60 CBS A											B	8.6	16	739	
2 WED.						8.58P	1							ALFRED HITCHCOCK PRESENTS	22	204			99	A	12.0	22	1031	ALFRED HITCHCOCK PRESENTS						22	204			99	A	12.0	22	1031							
											B	14.2	21	1220	1 SUN.						8.30P	30	NBC	SM		B	14.2	21	1220	1 SUN.						8.30P	30	NBC	SM		B	14.2	21	1220	
ABC BUSINESS BRIEF-FRI						33	178	166	86	84	A	9.7	20	833	ALL IS FORGIVEN SPCL(S)								201		99	A	17.5	29	1503	ALL IS FORGIVEN SPCL(S)								201		99	A	17.5	29	1503	
1 FRI.						8.40P	1	ABC	N		9	12.6	21	1082	2 THU.						9.30P	30	NBC	CS																					
2 FRI.						8.42P	2							ALL IS FORGIVEN SPECIAL(S)						202		99	A	19.4	32	1666	ALL IS FORGIVEN SPECIAL(S)											202		99	A	19.4	32	1666	
ABC COMEDY SPECIAL						1		187		95	A	8.3	15	713	1 THU.						9.30P	30	NBC	CS																					
2 FRI.						9.30P	30	ABC	CS		B	8.3	15	713	AMAZING STORIES						26	203	207	99	99	A	10.6	20	911	AMAZING STORIES						26	203	207	99	99	A	10.6	20	911	
ABC FRIDAY NIGHT MOVIE						4	180		93		B	9.0	16	773	SUN.						8.00P	30	NBC	GD																					
1 FRI.						9.00P	120	ABC	FF					AMERICA PICKS # 1 SONGS(S)			209		99	A	16.5	28	1417	AMERICA PICKS # 1 SONGS(S)											209		99	A	16.5	28	1417				
ABC MONDAY NIGHT MOVIE						17	209	204	99	98	A	11.5	19	988	1 WED.						9.00P	120	ABC	PC																					
MON.						9.00P	120	ABC	FF		B	14.7	23	1263	AMERICAN PORTRAIT						86	201	178	96	91	A	9.9	17	850	AMERICAN PORTRAIT						86	201	178	96	91	A	9.9	17	850	
ABC NEWSBRIEF-MON						34	184	180	90	89	A	9.4	15	807	1 TUE.						8.28P	1	CBS	DD		B	13.4	20	1151	1 TUE.						8.28P	1	CBS	DD		B	13.4	20	1151	
1 MON.						9.50P	1	ABC	N		B	12.9	19	1108	1 THU.						8.58P	1																							
2 MON.						9.59P	1							2 MTUTH	8.58P	1																													
ABC NEWSBRIEF-TUE						34	180	175	90	87	A	12.7	20	1091																															

[illegible]

6 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1986 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES											
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		WK 1		WK 2		K E Y		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)		WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		WK 1		WK 2		K E Y		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)	
EVENING CONT'D																																																							
CBS WEDNESDAY NIGHT MOVIE		11		WED.		9.00P		120		CBS FF		205		201		99		98		A		11.3		20		971		KATE & ALLIE		31		MON.		9.00P		30		CBS CS		206		200		99		99		A		15.0		24		1289	
WED.		9.00P		120		CBS FF		5		203		185		97		94		A		12.2		20		1048		KISSYFUR 3(S)		188		97		A		8.3		17		713																	
CHARLIE & COMPANY		FRI.		8.00P		30		CBS CS		206				99				A		7.0		16		601		KNIGHT RIDER		5		FRI.		8.00P		60		NBC A		185		189		89		97		A		9.7		21		833			
CHEERS		1 THU.		9.00P		30		NBC CS		192		201		92		96		A		8.0		17		687		LAST PRECINCT		6		187		88		A		10.4		21		893															
CRAZY LIKE A FOX		SAT.		8.00P		60		CBS PD		A		9.5		21		816		B		23.7		35		2036		1 FRI.		9.00P		60		NBC A		A		8.6		17		739															
DAVID HARTMAN SPECIAL(S)		2 WED.		10.00P		60		ABC DO		B		10.8		22		928		A		11.4		21		979		LEO & LIZ-BEVERLY HILLS		5		FRI.		8.30P		30		CBS CS		204		185		99		94		A		6.0		13		515			
DISNEY SUNDAY MOVIE		2 SUN.		7.00P		120		ABC FF		A		10.7		21		919		B		8.30P		30		CBS CS		LOVE BOAT		1		186		94		A		9.2		18		790															
DYNASTY II: COLBYS		THU.		9.00P		60		ABC GD		B		13.0		21		1117		A		10.7		21		919		LOVE BOAT		29		174		89		A		10.3		19		885															
FACTS OF LIFE		SAT.		8.30P		30		NBC CS		A		7.4		12		636		B		14.7		22		1263		1 SAT.		9.00P		120		ABC CS		19		204		158		99		93		A		9.3		18		799					
FAMILY TIES		THU.		8.30P		30		NBC CS		A		12.9		27		1108		B		16.9		29		1452		MACGYVER		19		204		158		99		93		A		13.3		25		1142											
GARFIELD IN PARADISE(S)		204								A		25.3		46		2173		B		29.9		45		2568		MAGNUM, P.I.		6		188		203		95		98		A		15.4		25		1323											
										A		11.6		20		996		B								MIAMI VICE		1		204				99		A		12.4		24		1065													
										A								B								2 FRI.		9.00P		60		NBC OP						B		11.0		21		945											
										A								B																				A		16.5		30		1417											
										A								B																				B		16.5		30		1417											

1 TUE.	8.00P	30	CBS EA											MIAMI VICE	32	214		99		A	16.6	31	1426	MIAMI VICE	32	214		99		A	16.6	31	1426			
GIMME A BREAK				31	198	202	96	98	A	11.2	25	962		1 FRI.	10.00P	60	NBC OP	30	192	180	93	92	B	20.8	35	1787	MR. BELVEDERE	30	192	180	93	92	A	11.0	23	945
SAT.	8.00P	30	NBC CS						B	15.0	27	1289		MR. BELVEDERE									B	14.4	24	1237	FRI.	8.30P	30	ABC CS						
GOLDEN GIRLS				35	179	204	91	99	A	17.1	34	1469																								
SAT.	9.00P	30	NBC CS						B	21.3	36	1830		MR. SUNSHINE	1		186		94	A	8.7	16	747	MR. SUNSHINE	1		186		94	A	8.7	16	747			
GREAT HEEP(S)						197		97	A	4.9	11	421		2 FRI.	9.00P	30	ABC CS	5	188		95		B	8.7	16	747	MR. SUNSHINE	5	188		95	A	6.4	15	550	
2 SAT.	8.00P	60	ABC EA											MR. SUNSHINE									B	6.3	14	541	1 SAT.	8.00P	30	ABC CS						
GROWING PAINS				27	207	188	99	97	A	18.0	31	1546		1 SAT.	8.00P	30	ABC CS																			
TUE.	8.30P	30	ABC CS						B	19.5	30	1675																								
HARDCASTLE & MCCORMICK				1		202		99	A	13.7	24	1177		MOONLIGHTING	31				208	203	99	99	A	17.0	28	1460	TUE.	9.00P	60	ABC PD						
2 WED.	9.00P	60	ABC A						B	13.7	24	1177		MURDER, SHE WROTE	28				207	207	99	99	A	18.3	34	1572	MURDER, SHE WROTE	28	207	207	99	99	A	18.3	34	1572
HARDCASTLE & MCCORMICK				30	205		98		A	9.7	17	833		SUN.	8.00P	60	CBS SM					B	23.8	36	2044	SUN.	8.00P	60	CBS SM							
1 MON.	8.00P	60	ABC A						B	13.5	20	1160							207		99		A	14.8	26	1271										
HIGHWAY TO HEAVEN				31	214	194	99	96	A	13.1	25	1125		NBA CHAMPIONSHIP GAME 2(S)													NBA CHAMPIONSHIP GAME 2(S)									
WED.	8.00P	60	NBC GD						B	19.2	30	1649		1 THU.	9.00P	153	CBS SE			206		99	A	15.4	26	1323	1 THU.	9.00P	153	CBS SE						
HILL STREET BLUES				31	209	208	99	99	A	12.9	23	1108		NBA CHAMPIONSHIP GAME 4(S)													NBA CHAMPIONSHIP GAME 4(S)									
THU.	10.00P	60	NBC OP						B	15.7	26	1349		2 TUE.	9.00P	147	CBS SE										2 TUE.	9.00P	147	CBS SE						
HUNTER				11	200	181	99	96	A	13.5	22	1160		NBA CHAMPIONSHIP GAME 5(S)					207		99	A	16.9	30	1452	NBA CHAMPIONSHIP GAME 5(S)										
TUE.	9.00P	60	NBC OP						B	14.4	23	1237		2 THU.	9.00P	164	CBS SE										2 THU.	9.00P	164	CBS SE						
INDOMITABLE T. ROOSEVELT(S)					207		99		A	7.7	15	661		NBC MONDAY NIGHT MOVIES	28				194		96	A	13.9	23	1194	NBC MONDAY NIGHT MOVIES	28									
1 SUN.	7.00P	120	ABC DO										2 MON.	9.00P	120	NBC FF							B	18.2	27	1563	2 MON.	9.00P	120	NBC FF						
INSIDERS				1		144		90	A	9.2	16	790		NBC NEWS DIGEST-M-F	169	149	133	75	71	A	10.9	19	936	NBC NEWS DIGEST-M-F	169	149	133	75	71	A	10.9	19	936			
2 MON.	8.00P	60	ABC A						B	9.2	16	790		1 MON.	9.07P	1	NBC N					B	12.7	19	1091	1 MON.	9.07P	1	NBC N							
IT'S FLASHBEAGLE C.BROWN(S)					203		98		A	11.1	18	953		1 TU-F	8.58P	1											1 TU-F	8.58P	1							
1 TUE.	8.30P	30	CBS EA										2 M-F	8.58P	1											2 M-F	8.58P	1								
													NBC NEWS DIGEST-2-M-F	81	159	151	81	81	A	10.8	18	928	NBC NEWS DIGEST-2-M-F	81	159	151	81	81	A	10.8	18	928				
													CONT'D													CONT'D										

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

LOVING					167	183	183	93	93	A	4.0	14	344	M-F	7.30A	30	NBC	N	B	5.3	25	455
M-F	12.30P	30	ABC	DD						B	4.1	14	352						A	5.5	24	472
NBA CHAMPIONSHIP GAME 1(S)					207			99		A	9.9	28	850	TODAY SHOW-8.30AM					B	5.5	23	472
1 MON.	3.00P	150	CBS	SE										M-F	8.30A	30	NBC	N	A	4.5	19	387
NBC NEWS AT SUNRISE					170	192	191	98	98	A	2.1	17	180	\$25,000 PYRAMID					B	4.9	20	421
M-F	6.30A	30	NBC	N						B	2.4	18	206	M-F	10.00A	30	CBS	QP	A	6.5	27	558
NBC NEWS DIGEST-DAYTIME					98	193	192	95	95	A	4.5	16	387	WHEEL OF FORTUNE					B	7.0	28	601
MWF	2.57P	1	NBC	N						B	4.5	15	387	M-F	11.00A	30	NBC	QG	A	8.5	31	730
NEW CARD SHARKS					105	165	167	85	85	A	4.4	18	378	YOUNG AND THE RESTLESS					B	8.3	30	713
M-F	10.30A	30	CBS	QP						B	4.4	18	378	M-F	12.30P	60	CBS	DD				
NEW LOVE AMERICAN STYLE					107	177	172	86	84	A	2.6	10	223	WEEKEND DAYTIME					A	2.2	14	189
M-F	11.30A	30	ABC	CS						B	2.6	10	223	ABC FUN FIT-8:25AM					B	2.7	15	232
NEWSBREAK-11.57					173	180	182	86	86	A	6.8	27	584	SAT.	8.25A	4	ABC	CN				
M-F	11.57A	2	CBS	N						B	6.6	26	567	ABC FUN FIT-11:55AM					A	3.6	13	309
NEWSBREAK-3.44					164	195	195	96	96	A	5.9	19	507	2 SAT.	11.55A	4	ABC	CN	B	3.6	13	309
1 TU & W	3.42P	1	CBS	N						B	6.5	20	558	ABC SUNDAY AFTERNOON BSBL					A	2.3	7	198
1 THU.	3.41P	1												1 SUN.	3.00P	183	ABC	SE	B	2.7	8	232
FRI.	3.43P	1												2 SUN.	3.00P	186						
2 M & TH	3.44P	1												ABC WEEKEND SPECIALS					A	2.9	11	249
2 TUE.	3.42P	1												2 SAT.	12.00N	30	ABC	FV	B	4.1	14	352
2 WED.	3.45P	1												ABC WIDE WORLD-SPORTS SAT					A	5.8	20	498
ONE LIFE TO LIVE					168	207	208	99	99	A	7.5	26	644	1 SAT.	4.13P	107	ABC	SA	B	6.6	17	567
M-F	2.00P	60	ABC	DD						B	7.8	27	670	ALVIN AND THE CHIPMUNKS					A	5.4	20	464
PRESS YOUR LUCK-MON(B)					37			33		A	1.3	4	112	SAT.	11.00A	30	NBC	CA	B	7.0	24	601
1 MON.	12.00N	30	CBS	QP										AMERICAN BANDSTAND					A	3.3	12	283
														2 SAT.	12.30P	60	ABC	PC	B	2.9	9	242

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES											
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
WEEKEND DAYTIME CONT'D																																													
ASTRO MINUTE-11.26AM					22	195	196	97	97	A	4.3	16	369	IT'S PUNKY BREWSTER					36	202	196	99	95	A	6.3	24	541																		
SAT. 11.26A										B	4.7	16	404	SAT. 10.30A					30	NBC	CA								KEMPER OPEN-SAT.(S)													B	7.2	25	618
BELMONT STAKES(S)							207		99	A	6.2	19	533	1 SAT. 4.30P					90	CBS	SE								187						94						A	3.4	11	292	
2 SAT. 5.00P					61	ABC	SE							KEMPER OPEN-SUN.(S)															189						95						A	4.5	15	387	
BERENSTAIN BEARS					7	197	199	97	98	A	3.0	16	258	1 SUN. 1.00P					159	CBS	SE								158					172	85	93					A	4.6	17	395	
SAT. 8.30A					30	CBS	CA			B	3.4	18	292	KIDD VIDEO															158					172	85	93					B	5.5	19	472	
BUGS BUNNY/LOONEY TUNES-1					14	186	208	87	99	A	3.7	16	318	SAT. 11.30A					30	NBC	CA								158					172	85	93					A	4.6	17	395	
SAT. 9.00A					30	ABC	CA			B	4.5	18	387	LAFF-A-LYMPICS															158					172	85	93					B	5.5	19	472	
BUGS BUNNY/LOONEY TUNES-2					14	186	208	87	99	A	4.0	15	344	2 SAT. 10.00A					30	ABC	CA								158					172	85	93					A	3.9	15	335	
SAT. 9.30A					30	ABC	CA			B	5.2	20	447	LITTLES															158					172	85	93					B	4.9	18	421	
CBS SPORTS SPECIAL-SAT.(S)							199		96	A	2.9	8	249	SAT. 8.30A					30	ABC	CA								203					206	98	99					A	2.5	13	215	
2 SAT. 5.00P					60	CBS	SE																						203					206	98	99					B	3.1	15	266	
CBS SPORTS SAT SP ED 1(S)						178		93		A	1.6	5	137	MEET THE PRESS(B)															91						69						A	.8	3	69	
1 SAT. 2.30P					60	CBS	SE							1 SUN. 11.30A					30	NBC	CC								146						83						A	2.6	9	223	
CBS SPORTS SAT SP ED 2(S)						190		92		A	2.5	9	215	MR. T															146						83						B	4.4	15	378	
1 SAT. 3.30P					60	CBS	SE							1 SAT. 12.00N					30	NBC	CA								146						83						A	4.4	15	378	
DROIDS: ADVENTURES					13		199		92	A	3.4	13	292	MUPPET BABIES & MONSTERS															205					204	99	99					A	5.5	23	472	
2 SAT. 11.00A					30	ABC	CA			B	3.5	13	301	SAT. 9.00A					60	CBS	CA								203						99						B	5.9	23	507	
DROIDS: ADVENTURES(B)						166		76		A	2.7	10	232	NBA CHAMPIONSHIP GAME 3(S)															203						99						A	13.4	36	1151	
1 SUN. 3.39P					163	CBS	SE							1 SUN. 3.39P					163	CBS	SE								203						99										

1 SAT.	10.30A	30	ABC	CA										NBA CHAMPIONSHIP GAME 6(S)							207		99	A	14.2	41	1220	
DUNGEONS AND DRAGONS					32	188	189	93	92	A	4.2	15	361	2 SUN.	1.00P	167	CBS	SE										
SAT.	11.30A	30	CBS	CA						B	4.1	14	352	NBC MAJOR LEAGUE PRE GAME							194	198	99	99	A	4.3	15	369
EWOKS					13		199		92	A	2.9	11	249	1 SAT.	1.00P	18	NBC	SC							B	4.4	17	378
2 SAT.	10.30A	30	ABC	CA						B	4.0	15	344	2 SAT.	3.00P	18												
EWOKS(B)						169		78		A	2.9	11	249	NBC MAJOR LEAGUE BASEBALL							196	198	99	99	A	5.8	19	498
1 SAT.	10.00A	30	ABC	CA						B				1 SAT.	1.18P	162	NBC	SE						B	6.6	21	567	
FACE THE NATION					34	134	156	84	88	A	2.4	9	206	2 SAT.	3.18P	205												
SUN.	10.30A	30	CBS	CC						B	2.8	9	241	ONE TO GROW ON-8:28AM							193	196	97	97	A	3.4	22	292
														SAT.	8.28A	2	NBC	CN						B	4.3	24	369	
FRENCH OPEN TENNIS(S)						146		84		A	1.7	7	146	ONE TO GROW ON-8:58AM							195	194	98	97	A	4.5	23	387
1 SUN.	12.00N	115	NBC	SE										SAT.	8.58A	2	NBC	CN						B	5.3	24	455	
FRENCH OPEN TENNIS-SAT.(5)							183		96	A	4.3	14	369	ONE TO GROW ON-10:28AM							202	201	99	99	A	6.7	25	576
2 SAT.	12.00N	180	NBC	SE										SAT.	10.28A	2	NBC	CN						B	7.7	27	661	
FRENCH OPEN TENNIS-SUN.(5)							183		96	A	2.6	10	223	ONE TO GROW ON-11:28AM							181	188	91	95	A	5.4	20	464
2 SUN.	9.00A	295	NBC	SE										SAT.	11.28A	2	NBC	CN						B	6.9	24	593	
GET ALONG GANG					15	167	172	84	84	A	3.7	13	318	ONE TO GROW ON-11:58AM							158	172	85	93	A	4.8	18	412
SAT.	12.30P	30	CBS	CA						B	3.3	11	283	SAT.	11.58A	2	NBC	CN						B	5.3	18	455	
GUMMI BEARS					36	195	195	98	98	A	4.1	22	352	PINK PANTHER AND SONS							202	202	97	97	A	2.1	15	180
SAT.	8.30A	30	NBC	CA						B	4.8	23	412	SAT.	8.00A	30	ABC	CA						B	2.6	15	223	
INDIANAPOLIS 500(S)						212		98		A	8.8	31	756	POLE POSITION							170	176	86	87	A	3.2	12	275
1 SAT.	11.00A	313	ABC	SE										SAT.	12.00N	30	CBS	CA						B	3.1	11	266	
IN THE NEWS-11.56AM					32	188	189	93	92	A	4.0	15	344	RICHIE RICH							195	196	97	97	A	4.7	17	404
SAT.	11.56A	3	CBS	CN						B	3.9	13	335	SAT.	11.00A	30	CBS	CA						B	4.9	17	421	
IN THE NEWS-12.56PM					28	167	172	84	84	A	3.7	13	318	ROCK N WRESTLING							205	204	99	99	A	4.8	18	412
SAT.	12.56P	3	CBS	CN						B	3.5	11	301	SAT.	10.00A	60	CBS	CA						B	5.5	19	472	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1986 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2					WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2					WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2				
WEEKEND DAYTIME CONT'D																																									
SMURFS I						36	202	203	99	99	A	5.1	22	438																											
SAT. 9.00A						30	NBC	CA			B	6.0	24	515																											
SMURFS II						36	202	203	99	99	A	6.3	25	541																											
SAT. 9.30A						30	NBC	CA			B	7.1	26	610																											
SMURFS III						36	203	202	99	99	A	7.2	28	618																											
SAT. 10.00A						30	NBC	CA			B	8.2	29	704																											
SNORKS						36	194	197	97	97	A	2.9	21	249																											
SAT. 8.00A						30	NBC	CA			B	3.3	20	283																											
SPIDERMAN AND FRIENDS						31	115		71		A	1.8	6	155																											
1 SAT. 12.30P						30	NBC	CA			B	3.9	13	335																											
SPORTSWORLD						13		165		92	A	2.9	9	249																											
2 SUN. 4.00P						90	NBC	SA			B	4.7	13	404																											
SPORTSWORLD(B)							134		75		A	2.9	8	249																											
1 SUN. 4.00P						90	NBC	SA																																	
SUNDAY MORNING						34	159	173	91	95	A	3.4	16	292																											
SUN. 9.00A						90	CBS	N			B	5.0	20	430																											
SUPERPOWERS TEAM						13		189		94	A	3.9	14	335																											
2 SAT. 11.30A						30	ABC	CA			B	3.7	14	318																											
THIS WEEK-DAVID BRINKLEY						31	164	193	89	98	A	3.7	14	318																											

SUN.	11.30A	60	ABC	N						B	3.9	12	335
U.S. OPEN GOLF PREVIEW(S)					193		96		A	3.1	11	266	
2 SAT.	4.30P	30	ABC	SC									
WESTCHESTER CLASSIC-SAT(S)					198		96		A	2.6	9	223	
2 SAT.	3.30P	90	CBS	SE									
WESTCHESTER CLASSIC-SUN(S)					206		99		A	5.9	17	507	
2 SUN.	3.47P	133	CBS	SE									
WORLD CUP SOCCER-SAT(S)					173		91		A	2.5	9	215	
1 SAT.	4.00P	120	NBC	SE									
WORLD CUP SOCCER-SUN					2	138	166	80	91	A	1.5	5	129
SUN.	1.55P	125	NBC	SE						B	1.5	5	129
WUZZLES					7	197	198	98	98	A	2.1	15	180
SAT.	8.00A	30	CBS	CA						B	2.7	18	232

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,600 13.5				15,720 18.3							
	ABC TV					HARDCASTLE & MCCORMICK (R)(SD)				ABC MONDAY NIGHT MOVIE THE RIGHT STUFF, PT 2 (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					8,330 9.7				8,760 10.2							
	SHARE OF AUDIENCE %					17	16 *			16	14 *						
	AVG. AUD. BY ¼ HR. %					8.8	9.3	10.1	10.5	9.1	9.2	9.6	10.2	11.6	11.3	10.9	9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,060 15.2				14,860 17.3		13,490 15.7		16,490 19.2			
	CBS TV					SCARECROW & MRS. KING (R)(SD)				KATE & ALLIE (R)		NEWHART (R)(SD)		CAGNEY & LACEY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,190 10.7	10.4 *		11.0 *	12,540 14.6		12,200 14.2		13,230 15.4	15.4 *		15.4 *
	SHARE OF AUDIENCE %					18	19 *		18 *	23		22		26	25 *		27 *
	AVG. AUD. BY ¼ HR. %					10.1	10.7	10.8	11.1	13.6	15.6	13.8	14.6	15.2	15.6	15.5	15.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					32,380 37.7								19,070 22.2			
	NBC TV					BOB HOPE'S BIRTHDAY (SD)								YOU ARE THE JURY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					20,530 23.9	21.3 *		24.0 *		24.9 *		25.3 *	16,060 18.7	19.2 *		18.2 *
	SHARE OF AUDIENCE %					39	38 *		40 *		39 *		39 *	32	31 *		32 *
	AVG. AUD. BY ¼ HR. %					20.4	22.2	23.7	24.3	25.1	24.6	26.2	24.4	19.5	19.0	18.3	18.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 13.4				19,410 22.6							
	ABC TV					INSIDERS				ABC MONDAY NIGHT MOVIE STARTING OVER(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					7,900 9.2	8.4 *		10.0 *	10,910 12.7	12.8 *		13.0 *		12.8 *		12.3 *
	SHARE OF AUDIENCE %					16	15 *		17 *	21	20 *		20 *		21 *		22 *
	AVG. AUD. BY ¼ HR. %					8.4	8.3	9.6	10.3	12.6	13.0	13.2	12.8	13.0	12.6	12.4	12.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,060 15.2				15,460 18.0		15,200 17.7		15,030 17.5			
	CBS TV					SCARECROW & MRS. KING (R)(SD)				KATE & ALLIE (R)		NEWHART (R)(SD)		CAGNEY & LACEY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,450 11.0	11.0 *		11.0 *	13,140 15.3		13,310 15.5		10,910 12.7	12.8 *		12.6 *
	SHARE OF AUDIENCE %					19	20 *		18 *	24		24		22	21 *		22 *
	AVG. AUD. BY ¼ HR. %					10.9	11.1	10.9	11.1	14.6	15.9	15.3	15.6	13.0	12.7	12.8	12.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,920 16.2		14,170 16.5		20,270 23.6							
	NBC TV					YOU AGAIN ?		VALERIE (R)(SD)		NBC MONDAY NIGHT MOVIES NO MAN'S LAND(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					11,600 13.5		12,280 14.3		11,940 13.9	14.5 *		14.3 *		14.1 *		12.8 *
	SHARE OF AUDIENCE %					24		24		23	23 *		23 *		23 *		23 *
	AVG. AUD. BY ¼ HR. %					12.2	14.9	14.1	14.4	14.3	14.6	14.2	14.3	14.1	14.0	13.2	12.4
TV HOUSEHOLDS USING TV WK. 1		47.8	49.8	50.5	52.4	54.3	56.8	59.4	61.3	63.1	65.0	65.6	65.8	62.1	61.2	58.0	55.5
(See Def. 1)		52.2	52.6	52.3	54.5	55.2	56.5	58.6	61.3	62.8	63.7	63.5	63.5	61.0	59.9	57.8	55.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 27, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,750 19.5		17,780 20.7		19,760 23.0				14,950 17.4			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,600 17.0		15,630 18.2		14,770 17.2	17.3*		17.2*	11.6	12.0*		11.1*
	SHARE OF AUDIENCE %					30		30		27	28 *		27 *	20	20 *		20 *
	AVG. AUD. BY ¼ HR.					16.0	18.0	18.0	18.5	17.3	17.3	17.2	17.2	12.8	11.3	11.1	11.2
K 2	TOTAL AUDIENCE (Households (000) & %)					12,110 14.1		10,910 12.7		19,930 23.2							
	CBS TV					GARFIELD IN PARADISE (SD)		IT'S FLASHBEAGLE C. BROWN (R)						WILD WEST SHOW OF STARS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					9,960 11.6		9,530 11.1		10,140 11.8	11.2*		11.1*		12.4*		12.4*
	SHARE OF AUDIENCE %					20		18		20	18 *		17 *		21 *		23 *
	AVG. AUD. BY ¼ HR.					11.7	11.4	10.7	11.6	11.5	10.8	10.9	11.3	12.2	12.6	12.5	12.3
	TOTAL AUDIENCE (Households (000) & %)					13,830 16.1				15,550 18.1				14,860 17.3			
	NBC TV							A TEAM (R)(SD)		HUNTER (R)				STINGRAY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,450 11.0	10.2*		11.9*	12,110 14.1	13.5*		14.6*	12.6	13.2*		12.0*
	SHARE OF AUDIENCE %					19	18 *		20 *	22	22 *		23 *	22	22 *		22 *
	AVG. AUD. BY ¼ HR.					10.0	10.4	11.4	12.3	13.4	13.7	14.5	14.8	13.5	12.9	12.1	11.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,950 20.9		17,090 19.9		20,270 23.6				19,240 22.4			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					15,120 17.6		15,290 17.8		14,430 16.8	16.5*		17.1*	16.0	15.8*		16.1*
	SHARE OF AUDIENCE %					33		32		28	28 *		28 *	27	26 *		28 *
	AVG. AUD. BY ¼ HR.					16.7	18.6	17.5	18.0	16.4	16.6	16.9	17.3	15.4	16.3	16.8	15.4
	TOTAL AUDIENCE (Households (000) & %)					8,930 10.4				23,970 27.9							
	CBS TV							BODY HUMAN: LIVING CODE (R)(SD)						NBA CHAMPIONSHIP GAME 4 BOSTON VS HOUSTON (9:00-11:27PM) (SD)(V-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					5,500 6.4	6.4*		6.3*	13,230 15.4	12.4*		14.4*		15.3*		17.4*
	SHARE OF AUDIENCE %					13	14 *		13 *	26	22 *		24 *		25 *		29 *
	AVG. AUD. BY ¼ HR.					6.5	6.2	6.1	6.6	11.7	13.1	13.7	15.0	15.6	15.0	17.1	17.7
	TOTAL AUDIENCE (Households (000) & %)					12,110 14.1				14,260 16.6				12,540 14.6			
	NBC TV							A TEAM (R)(SD)		HUNTER (R)				NBC WHITE PAPER: DIVORCE			
	AVERAGE AUDIENCE (Households (000) & %)					8,500 9.9	8.9*		10.8*	11,080 12.9	12.3*		13.4*	8,420 9.8	10.0*		9.6*
	SHARE OF AUDIENCE %					18	17 *		19 *	21	21 *		22 *	17	17 *		17 *
	AVG. AUD. BY ¼ HR.					8.3	9.6	10.4	11.1	11.9	12.6	13.6	13.3	9.9	10.2	9.7	9.5

TV HOUSEHOLDS USING TV WK. 1	49.4	50.4	52.0	54.9	55.7	57.9	59.2	61.6	61.6	62.2	63.1	63.9	61.0	58.9	55.7	53.3
(See Def. 1) WK. 2	49.6	51.3	51.0	52.2	52.8	54.5	55.3	57.2	58.3	59.3	61.1	62.0	60.4	60.3	58.7	56.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. JUNE 3, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 28, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	16,750 19.5				24,570 28.6				AMERICA PICKS # 1 SONGS (SD)								
	ABC TV	MACGYVER (R)(SD)																
	AVERAGE AUDIENCE (Households (000) & %)	12,030 14.0	13.3*			14.6*		16.5	14.6*	16.6*		18.0*		16.9*				
	SHARE OF AUDIENCE %	27	26 *			27 *		28	25 *	28 *		30 *		30 *				
	AVG. AUD. BY ¼ HR. %	13.2	13.5	14.4		14.9		14.1	15.0	15.9		17.3	18.2	17.8	17.1	16.8		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	10,310 12.0				18,810 21.9				CBS WEDNESDAY NIGHT MOVIE THE BIG CHILL (SD)								
	CBS TV	WEST 57TH (SUS-SD)																
	AVERAGE AUDIENCE (Households (000) & %)	6,100 7.1	7.0*			7.2*		10,310 12.0	12.3*	12.9*		11.8*		11.0*				
	SHARE OF AUDIENCE %	13	14 *			13 *		21	21 *	22 *		20 *		19 *				
	AVG. AUD. BY ¼ HR. %	7.2	6.7	6.8		7.6		11.9	12.8	13.0		12.7	12.2	11.4	11.0	11.0		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	14,260 16.6				19,930 23.2				BLACKIE'S MAGIC (R)(SD)								
	NBC TV	HIGHWAY TO HEAVEN (R)(SD)																
	AVERAGE AUDIENCE (Households (000) & %)	10,570 12.3	11.4*			13.2*		11,510 13.4	11.7*	12.6*		14.7*		14.6*				
	SHARE OF AUDIENCE %	23	22 *			24 *		23	20 *	21 *		25 *		26 *				
	AVG. AUD. BY ¼ HR. %	10.9	11.9	13.1		13.4		11.3	12.1	12.5		12.8	14.4	14.9	15.0	14.3		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	14,430 16.8				15,810 18.4				14,600 17.0				DAVID HARTMAN SPECIAL				
	ABC TV	MACGYVER (R)(SD)				HARDCASTLE & MCCORMICK (R)(SD)												
	AVERAGE AUDIENCE (Households (000) & %)	10,740 12.5	11.7*			13.3*		11,770 13.7	12.8*	14.5*		9,790 11.4	12.1*	10.7*				
	SHARE OF AUDIENCE %	23	22 *			24 *		24	23 *	25 *		21	22 *	21 *				
	AVG. AUD. BY ¼ HR. %	11.5	11.9	13.0		13.5		12.5	13.1	14.3		14.7	12.4	11.9	11.0	10.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	9,280 10.8				17,350 20.2				CBS WEDNESDAY NIGHT MOVIE HERO AT LARGE(R) (SD)								
	CBS TV	WEST 57TH (SUS-SD)																
	AVERAGE AUDIENCE (Households (000) & %)	6,100 7.1	7.5*			6.7*		9,110 10.6	9.4*	9.9*		11.7*		11.3*				
	SHARE OF AUDIENCE %	13	14 *			12 *		19	17 *	17 *		21 *		22 *				
	AVG. AUD. BY ¼ HR. %	7.4	7.6	6.8		6.6		9.2	9.7	9.8		10.0	11.6	11.8	11.4	11.1		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	16,150 18.8				13,920 16.2				14,520 16.9				ST ELSEWHERE (R)				
	NBC TV	HIGHWAY TO HEAVEN (R)(SD)				BLACKIE'S MAGIC (R)(SD)												
	AVERAGE AUDIENCE (Households (000) & %)	11,850 13.8	12.8*			14.8*		10,310 12.0	11.4*	12.5*		10,650 12.4	12.5*	12.4*				
	SHARE OF AUDIENCE %	26	24 *			27 *		21	20 *	22 *		23	23 *	24 *				
	AVG. AUD. BY ¼ HR. %	12.3	13.3	14.3		15.2		11.3	11.6	12.3		12.7	12.6	12.3	12.3	12.5		

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	44.1	44.1	44.1	44.1	44.1	44.1	44.1	44.1	44.1	44.1	44.1	44.1	44.1	44.1	44.1
(See Def. 1)	50.3	51.1	53.1	55.6	56.3	58.4	59.6	60.0	60.1	59.3	57.6	55.6					
	51.9	53.2	54.9	56.3	55.9	58.9	58.0	57.5	55.8	55.1	53.1	50.7					

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. JUNE 4, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 29, 1986

TIME		7.00	7.15	7.30	7.45	8.00	8.15	8.30	8.45	9.00	9.15	9.30	9.45	10.00	10.15	10.30	10.45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	8,420 9.8				10,650 12.4				17,180 20.0				20/20			
	ABC TV	RIPLEY'S BELIEVE IT NOT (R)				DYNASTY II: COLBYS (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)	5,070 5.9				6,870 8.0				12,370 14.4				14.0*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11 5.9				13 6.9				25 13.3				24* 14.7			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,510 13.4				24,400 28.4				NBA CHAMPIONSHIP GAME 2 HOUSTON VS BOSTON (9.00-11.33PM) (SD)(-OP)							
	CBS TV	SIMON & SIMON (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	7,900 9.2				12,710 14.8				14.6* 25*				15.3* 26*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17 8.2				26 11.6				22* 12.8				23* 15.1			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	26,370 30.7				25,770 30.0				23,280 27.1				18,980 22.1			
	NBC TV	BILL COSBY SHOW (R)				FAMILY TIES (R)(SD)				CHEERS (R)				ALL IS FORGIVEN SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)	22,940 26.7				22,680 26.4				20,270 23.6				16,660 19.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	50 25.1				48 26.3				40 24.0				32 19.9			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	8,250 9.6				9,110 10.6				16,150 18.8				20/20			
	ABC TV	RIPLEY'S BELIEVE IT NOT (R)				DYNASTY II: COLBYS (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)	5,500 6.4				5,840 6.8				11,080 12.9				12.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12 6.3				12 6.4				23 12.4				22* 13.3			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	9,960 11.6				27,320 31.8				NBA CHAMPIONSHIP GAME 3 PHOENIX VS BOSTON (9.00-11.33PM) (SD)(-OP)							
	CBS TV	SIMON & SIMON (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	6,790 7.9				14,520 16.9				16.3* 28*				17.7* 30*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15 6.7				30 12.6				24* 13.8				23* 17.0			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	23,540 27.4				23,360 27.2				20,440 23.8				17,090 19.9			
	NBC TV	BILL COSBY SHOW (R)				FAMILY TIES (R)(SD)				NIGHT COURT (R)				ALL IS FORGIVEN SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)	20,620 24.0				20,790 24.2				17,440 20.3				15,030 17.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	46 12.7				44 23.5				35 20.1				29 18.0			
TV HOUSEHOLDS USING TV WK 1		52.9	54.1	54.3	56.3	58.7	59.5	59.8	60.0	56.4	57.4	56.6	54.6				
(See Def. 1)		51.2	53.2	54.1	55.9	56.8	59.0	60.0	60.1	58.8	57.8	56.6	55.5				

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. JUNE 5, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,850 10.3			11,170 13.0			15,120 17.6					
	ABC TV					WEBSTER (R)			MR BELVEDERE (R)(SD)			ABC FRIDAY NIGHT MOVIE JUST YOU AND ME, K D(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)					7,390 8.6			9,360 10.9			8,760 10.2	10.0*	10.6*			10.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 8.0	9.1	24 10.4	11.4	20 9.7	21* 10.3	21* 10.5	21* 10.6	19* 10.3	19* 10.0	19* 9.8	19* 10.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,870 8.0			6,700 7.8			13,230 15.4					
	CBS TV					CHARLIE & COMPANY (R)			LEO & LIZ- BEVERLY HILLS (SUS-SD)			SPECIAL MOVIE PRSNT-CBS ROYAL ROMANCE(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)					5,840 6.8			5,240 6.1			7,990 9.3	7.8*	9.4*			9.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 6.8	6.8	13 5.6	6.5	18 7.1	16* 8.5	18* 9.1	18* 9.8	19* 9.9	19* 10.0	18* 10.0	18* 9.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,050 11.7					10,820 12.6			17,780 20.7			
	NBC TV					KNIGHT RIDER (R)(SD)				LAST PRECINCT (SD)				MIAMI VICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,390 8.6	7.8*			9.4*	7,390 8.6	8.6*	8.5*	14,260 16.6	15.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 7.4	19* 8.2	20* 9.3	20* 9.6	17 8.7	18* 8.5	17* 8.3	17* 8.8	31 14.9	29* 16.6	33* 17.5	33* 17.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,310 12.0			10,740 12.5			8,930 10.4	8,420 9.8	11,420 13.3			
	ABC TV					WEBSTER (R)			MR BELVEDERE (R)(SD)			MR SUNSHINE (R)	ABC COMEDY SPECIAL (SD)	LOVE BOAT (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,190 10.7			9,450 11.0			7,470 8.7	7,130 8.3	8,850 10.3	10.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.3	11.1	22 10.8	11.1	16 8.6	16 8.7	15 8.2	15 8.4	19 9.6	18* 10.4	20* 10.5	20* 10.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					7,130 8.3			6,010 7.0			16,750 19.5					
	CBS TV					CHARLIE & COMPANY (R)			LEO & LIZ- BEVERLY HILLS (SUS-SD)			SPECIAL MOVIE PRSNT-FRI. DEADLY ENCOUNTER(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)					6,100 7.1			4,980 5.8			9,790 11.4	9.6*	11.4*			12.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 7.2	6.9	12 5.7	5.9	21 8.9	18* 10.2	21* 11.6	21* 11.3	23* 12.8	23* 12.1	23* 12.1	23* 12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,370 14.4					18,730 21.8			15,120 17.6			
	NBC TV					KNIGHT RIDER (R)(SD)				MIAMI VICE (R)(SD)				STINGRAY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,280 10.8	9.9*			11.7*	14,170 16.5	15.7*	17.3*	11,170 13.0	13.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 9.8	21* 10.0	23* 11.2	23* 12.1	30 15.0	30* 16.5	31* 17.3	31* 17.3	24 13.6	24* 12.9	24* 12.6	24* 13.0
TV HOUSEHOLDS USING TV (See Def 1)		WK 1	41.1	42.4	44.7	47.2	47.6	49.8	50.5	51.7	52.6	54.0	53.6	53.0			
		WK 2	45.5	46.9	49.2	50.6	51.9	54.1	55.2	55.6	55.6	55.2	54.2	53.9			

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 31, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		6,360 7.4		6,360 7.4		14,090 16.4		LOVE BOAT (R)(SD)							
	ABC TV		MR. SUNSHINE (R)		BENSON (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)		5,500 6.4		5,240 6.1		7,990 9.3		6.7*		9.2*		10.4*		10.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		15 6.4		13 6.0		18 6.5		14* 6.9		18* 9.1		20* 10.3		21* 10.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		10,650 12.4				10,310 12.0				13,660 15.9					
	CBS TV		CRAZY LIKE A FOX (R)(SD)				AIRWOLF (R)(SD)				MAGNUM, P.I. (R)					
	AVERAGE AUDIENCE (Households (000) & %)		7,900 9.2		8.9*		7,300 8.5		7.6*		9.3*		12.1		11.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		21 8.9		21* 9.0		17 7.3		15* 7.8		18* 9.2		24 11.4		23* 12.0	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		10,310 12.0		12,110 14.1		16,320 19.0		14,170 16.5		227 (R)		12,200 14.2			
	NBC TV		GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)						REMINGTON STEELE (R)			
	AVERAGE AUDIENCE (Households (000) & %)		8,850 10.3		10,650 12.4		14,090 16.4		12,460 14.5				9,110 10.6		10.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		24 9.8		27 10.8		33 11.6		28 13.2		14.6		21 11.3		21* 10.4	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,670 6.6				14,950 17.4		ABC SATURDAY NIGHT MOVIE DON'T GO TO SLEEP(R) (SD)							
	ABC TV		GREAT HEOP (SD)													
	AVERAGE AUDIENCE (Households (000) & %)		4,210 4.5		4.6*		8,420 9.8		8.1*		8.9*		10.9*		11.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		11 4.3		10* 4.8		19 8.1		16* 8.1		17* 8.5		21* 9.2		23* 11.4	
E E K 2	TOTAL AUDIENCE (Households (000) & %)		10,740 12.5				11,600 13.5				14,000 16.3					
	CBS TV		CRAZY LIKE A FOX (R)(SD)				AIRWOLF (R)(SD)				MAGNUM, P.I. (R)					
	AVERAGE AUDIENCE (Households (000) & %)		8,420 9.8		9.4*		8,420 9.8		8.8*		10,820 12.6		11.8*		13.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		21 9.2		21* 9.5		19 8.3		17* 9.3		20* 10.8		25 10.7		26* 13.3	
NBC TV	TOTAL AUDIENCE (Households (000) & %)		12,460 14.5		13,400 15.6		17,520 20.4		15,290 17.8		227 (R)		13,400 15.6			
	GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)						REMINGTON STEELE (R)					
	AVERAGE AUDIENCE (Households (000) & %)		10,310 12.0		11,510 13.4		15,200 17.7		13,740 16.0		9,710 11.3		11.8*		10.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 11.4		28 12.7		34 17.0		30 18.5		16.1		22 12.1		23* 11.4	

TV HOUSEHOLDS USING TV	WK 1	41.1	41.1	41.1	41.1	42.8	43.6	45.2	47.1	48.4	50.5	52.0	52.4	51.6	51.5	50.9	50.3
(See Def. 1)	WK 2	41.1	41.1	41.1	41.1	44.1	45.5	47.3	49.0	51.2	52.7	52.7	52.9	51.7	51.8	51.0	50.4

U.S. TV Households 85,900,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 7, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE {		1,800													
	(Households (000) & %)		2.1													
	ABC TV		ABC WEEKEND REPORT-SAT													
	AVERAGE AUDIENCE {		1,800													
	(Households (000) & %)		2.1													
	SHARE OF AUDIENCE %		5													
	AVG. AUD. BY ¼ HR. %		2.1													
	TOTAL AUDIENCE {															
	(Households (000) & %)															
	CBS TV															
	AVERAGE AUDIENCE {															
	(Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE {		7,650													
	(Households (000) & %)		8.9													
			SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)													
	NBC TV															
	AVERAGE AUDIENCE {		3,780													
	(Households (000) & %)		4.4	5.4*		4.2*		3.2*								
	SHARE OF AUDIENCE %		14	14 *		14 *		13 *								
	AVG. AUD. BY ¼ HR. %		5.7	5.2	4.8	3.8	3.2	3.0								

W E E K 2	TOTAL AUDIENCE {		2,150													
	(Households (000) & %)		2.5													
	ABC TV		ABC WEEKEND REPORT-SAT													
	AVERAGE AUDIENCE {		2,080													
	(Households (000) & %)		2.4													
	SHARE OF AUDIENCE %		6													
	AVG. AUD. BY ¼ HR. %		2.4													
	TOTAL AUDIENCE {															
	(Households (000) & %)															
	CBS TV															
	AVERAGE AUDIENCE {															
	(Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE {		9,710													
	(Households (000) & %)		11.3													
			SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)													
	NBC TV															
	AVERAGE AUDIENCE {		4,720													
	(Households (000) & %)		5.5	6.8*		4.8*		4.4*								
	SHARE OF AUDIENCE %		18	19 *		17 *		18 *								
	AVG. AUD. BY ¼ HR. %		7.1	6.5	4.8	4.8	4.4	4.4								

TV HOUSEHOLDS USING TV	WK 1	48	44	44	35.7	31.6	28.4	25.4	23.0	20.1	17.4	15.1	14.0	12.8	11.8	10.7	9.9
(See Def 1)	WK 2	46	42	42	34.0	29.4	27.6	25.0	22.3	19.9	18.1	16.2	15.0	13.0	11.9	10.1	8.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 1, 1986

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Nielsen NATIONAL AUDIENCE ESTIMATES																
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	{ 14,770 17.2								{ 24,140 28.1							
ABC TV	INDOMITABLE T. ROOSEVELT (SD) ABC SUNDAY NIGHT MOVIE CALENDAR GIRL MURDERS (R) (SD)															
AVERAGE AUDIENCE (Households (000) & %)	{ 6,610 7.7	7.2*		7.1* 15 *	8.0* 15 *		8.5* 15 *	15.1* 26 *	17.8* 29 *	18.8* 31 *	19.1* 34 *					
SHARE OF AUDIENCE %	15	16 *		15 *	15 *		15 *	26 *	29 *	31 *	34 *					
AVG. AUD. BY ¼ HR. %	7.4	6.9	7.0	7.2	8.0	8.0	8.7	8.3	14.4	15.8	17.5	18.0	18.9	18.6	19.6	18.5
TOTAL AUDIENCE (Households (000) & %)	{ 19,930 23.2				{ 20,440 23.8				{ 22,330 26.0				{ 22,330 26.0			
CBS TV	60 MINUTES MURDER, SHE WROTE (R)(SD) TONY AWARDS (9:00-11:22PM) (SD)															
AVERAGE AUDIENCE (Households (000) & %)	{ 14,350 16.7	15.5*		18.0* 37 *	17.8 33	17.0* 33 *	18.5* 34 *	12.6 22	14.6* 25 *	13.3* 22 *	12.6* 21 *	11.3* 20 *				
SHARE OF AUDIENCE %	35	34 *		37 *	33	33 *	34 *	22	25 *	22 *	21 *	20 *				
AVG. AUD. BY ¼ HR. %	14.8	16.1	18.0	18.0	16.9	17.1	17.9	19.1	15.1	14.2	13.3	13.3	12.8	12.4	11.1	11.5
TOTAL AUDIENCE (Households (000) & %)	{ 9,110 10.6		{ 8,680 10.1		{ 12,460 14.5		{ 12,280 14.3		{ 18,210 21.2		{ 18,210 21.2		{ 18,210 21.2		{ 18,210 21.2	
NBC TV	SILVER SPOONS (R) KISSYFUR 3 AMAZING STORIES (R) ALFRED HITCHCOCK PRESENTS (R)(SD) NBC SUNDAY NIGHT MOVIE TOUGH ENOUGH															
AVERAGE AUDIENCE (Households (000) & %)	{ 6,960 8.1	7.130 8.3		10,570 12.3	10,310 12.0		9,710 11.3	11.1* 19 *	11.5* 19 *	11.5* 19 *	11.0* 20 *					
SHARE OF AUDIENCE %	18	17		24	22		19	19 *	19 *	19 *	20 *					
AVG. AUD. BY ¼ HR. %	7.4	8.8	7.6	9.0	11.7	12.9	11.6	12.3	10.9	11.2	11.0	11.9	11.3	11.8	10.9	11.0

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TOTAL AUDIENCE (Households (000) & %)	{	16,410 19.1								15,720 18.3							
ABC TV		DISNEY SUNDAY MOVIE OLD YELLER(R) (SD)								ABC SUNDAY NIGHT MOVIE PRINCE OF THE CITY, PT 1(R) (SD)							
AVERAGE AUDIENCE (Households (000) & %)	{	9,190 10.7								8,070 9.4							
SHARE OF AUDIENCE %	%	21 18*								17 20*							
AVG. AUD. BY ¼ HR.	%	6 8.0								9.9 9.2							
TOTAL AUDIENCE (Households (000) & %)	{	19,410 22.6								23,540 27.4							
CBS TV		MURDER, SHE WROTE (R)(SD)								CBS SUNDAY NIGHT MOVIE ROSIE: THE ROSEMARY CLOONEY STORY(R) (SD)							
AVERAGE AUDIENCE (Households (000) & %)	{	14,170 16.5								15,720 18.3							
SHARE OF AUDIENCE %	%	34 33*								32 30*							
AVG. AUD. BY ¼ HR.	%	14.5 14.9								17.7 18.6							
TOTAL AUDIENCE (Households (000) & %)	{	9,190 10.7								12,280 14.3							
NBC TV		AMAZING STORIES (R)								NBC SUNDAY NIGHT MOVIE BRONCO BILLY(R) (SD)							
AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.8								9,280 10.8							
SHARE OF AUDIENCE %	%	5.5 5.7								10.2 11.8*							
AVG. AUD. BY ¼ HR.	%	5.5 5.7								11.9 12.5							

TV HOUSEHOLDS USING TV WK 1 (See Def 1) WK 2

41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1	41.1
50.6	52.8	54.4	55.8	57.3	58.5	59.8	60.9	60.4	59.5	57.7	54.3					
52.3	54.2	54.2	55.9	55.4	56.7	57.3	57.6	57.8	57.6	56.4	53.1					

U.S. TV Households 85,900,000

For explanation of symbols, See page A

EVE.SUN. JUNE 8, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				3,440 4.0											
	ABC TV					ABC WEEKEND REPORT- SUN											
	AVERAGE AUDIENCE (Households (000) & %)	{				3,180 3.7											
	SHARE OF AUDIENCE %	{				18											
	AVG. AUD. BY ¼ HR. %	{				3.7											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		3,180 3.7													
	CBS TV			TONY AWARDS (9:00-11:22PM) (-02)		CBS SUNDAY NEWS-OSGOOD (11:22-11:37PM) (0P)											
	AVERAGE AUDIENCE (Households (000) & %)	{		3,180 3.7													
	SHARE OF AUDIENCE %	{		10													
	AVG. AUD. BY ¼ HR. %	{	11.0	3.9	3.5												
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{				770 .9											
	NBC TV					MICHAELS SPORTS MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)	{				770 .9											
	SHARE OF AUDIENCE %	{				3											
	AVG. AUD. BY ¼ HR. %	{				.9											
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{				2,860 3.1											
	ABC TV					ABC WEEKEND REPORT- SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{				2,750 3.2											
	SHARE OF AUDIENCE %	{				9											
	AVG. AUD. BY ¼ HR. %	{				3.2											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	4,210 4.9														
	CBS TV			CBS SUNDAY NEWS- OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,950 4.6														
	SHARE OF AUDIENCE %	{	10														
	AVG. AUD. BY ¼ HR. %	{	4.8														
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{				1,460 1.7											
	NBC TV					MICHAELS SPORTS MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)	{				1,550 1.8											
	SHARE OF AUDIENCE %	{				6											
	AVG. AUD. BY ¼ HR. %	{				1.8											
TV HOUSEHOLDS USING TV (See Def 1)		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
		11.0	4.6	4.0	4.0	3.0	2.6	2.3	2.0	1.7	1.5	1.4	1.0	0.9	0.8	0.7	0.6
		29.1	24.9	22.5	20.0	18.0	15.4	13.9	11.8	10.7	9.5	8.8	8.1	7.6	7.0	6.9	6.9

TV HOUSEHOLDS USING TV	WK 1	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
(See Def 1)	WK 2	46	46	46	46	46	46	46	46	46	46	46	46	46	46	46	46

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.8	5,070 5.9												
	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)	← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)										
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,780 4.4	4,040 4.7												
E E K 2	SHARE OF AUDIENCE %		22	21												
	AVG. AUD. BY ¼ HR. %		4.4	4.4	4.7	4.7										
	TOTAL AUDIENCE (Households (000) & %)	{	3,440 4.0	3,440 4.0							4,550 5.3		4,550 5.3			
	CBS TV		CBS MORNING NEWS 1	CBS MORNING NEWS 2							\$25,000 PYRAMID		NEW CARD SHARKS			
E E K 3	AVERAGE AUDIENCE (Households (000) & %)	{	2,660 3.1	2,830 3.3							3,870 4.5		3,870 4.5			
	SHARE OF AUDIENCE %		16	15							18		18			
	AVG. AUD. BY ¼ HR. %		3.2	3.1	3.3	3.2					4.2	4.7	4.4	4.6		
	TOTAL AUDIENCE (Households (000) & %)	{	5,930 6.9	6,180 7.2							4,720 5.5		4,470 5.2			
E E K 4	← TODAY SHOW-7:30AM →	(CO-OP)	(PARTICIPATING)	← TODAY SHOW-8:30AM →	(CO-OP)	(PARTICIPATING)					FAMILY TIES M-F		SALE OF THE CENTURY			
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,640 5.4	5,150 6.0							3,870 4.5		3,780 4.4			
	SHARE OF AUDIENCE %		28	27							18		18			
E E K 5	AVG. AUD. BY ¼ HR. %		5.3	5.5	5.9	6.0					4.2	4.7	4.3	4.6		
	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.8	4,900 5.7												
	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)	← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)										
	ABC TV															
E E K 6	AVERAGE AUDIENCE (Households (000) & %)	{	3,870 4.5	4,120 4.8												
	SHARE OF AUDIENCE %		23	21												
	AVG. AUD. BY ¼ HR. %		4.5	4.6	4.8	4.9										
	TOTAL AUDIENCE (Households (000) & %)	{	3,090 3.6	3,440 4.0							4,640 5.4		4,470 5.2			
E E K 7	CBS TV		CBS MORNING NEWS 1	CBS MORNING NEWS 2							\$25,000 PYRAMID		NEW CARD SHARKS			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 2.9	2,660 3.1							3,870 4.5		3,690 4.3			
	SHARE OF AUDIENCE %		15	14							19		18			
	AVG. AUD. BY ¼ HR. %		2.8	3.1	3.1	3.2					4.3	4.8	4.2	4.5		
E E K 8	TOTAL AUDIENCE (Households (000) & %)	{	5,410 6.3	5,240 6.1							4,640 5.4		4,470 5.2			
	← TODAY SHOW 7:30AM →	(CO-OP)	(PARTICIPATING)	← TODAY SHOW-8:30AM →	(CO-OP)	(PARTICIPATING)					FAMILY TIES M-F		SALE OF THE CENTURY			
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,210 4.9	4,380 5.1							3,950 4.6		3,870 4.5			
E E K 9	SHARE OF AUDIENCE %		25	23							20		19			
	AVG. AUD. BY ¼ HR. %		5.0	5.1	5.0	5.1					4.4	4.8	4.4	4.5		
	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.8	4,900 5.7												
	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)	← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)										
E E K 10	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,870 4.5	4,120 4.8												
	SHARE OF AUDIENCE %		23	21												
	AVG. AUD. BY ¼ HR. %		4.5	4.6	4.8	4.9										

TV HOUSEHOLDS USING TV	WK 1	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4
(See Def. 1)	WK 2	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4

U.S. TV Households 85,900,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,920 3.4	2,830 3.3	3,350 3.9	4,120 4.8	8,590 10.0				8,500 9.9									
	ABC TV		LIFESTYLES-RICH & FAM-M-F	NEW LOVE AMERICAN STYLE	RYAN'S HOPE	LOVING	ALL MY CHILDREN				ONE LIFE TO LIVE (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 2.9	2,410 2.8	2,920 3.4	3,520 4.1	6,610 7.7				6,440 7.5				7.6*					
	SHARE OF AUDIENCE %	{	12	11	13	15	26				26 *				27 *					
	AVG. AUD. BY ¼ HR. %	{	3.0	2.8	2.7	2.9	3.4	3.4	4.0	4.3	7.1	7.6	8.0	7.9	7.2	7.5	7.5	7.7		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,610 7.7	8,330 9.7	9,710 11.3				7,560 8.8				5,070 5.9							
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)	(OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 6.7	7,220 8.4	7,300 8.5				5,930 6.9				4,380 5.1							
	SHARE OF AUDIENCE %	{	27	34	31				30 *				24 *				18			
	AVG. AUD. BY ¼ HR. %	{	6.4	6.9	8.1	8.7	8.4	8.5	8.6	8.6	6.7	6.7	7.0	7.0	5.2	5.2	5.0			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,440 7.5	4,900 5.7	3,520 4.1	3,260 3.8	8,420 9.8				5,930 6.9									
	NBC TV		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES				ANOTHER WORLD (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,500 6.4	4,210 4.9	3,090 3.6	2,750 3.2	6,610 7.7				4,470 5.2				5.2*					
	SHARE OF AUDIENCE %	{	26	20	13	12	26				18				18 *					
	AVG. AUD. BY ¼ HR. %	{	6.3	6.5	4.9	4.9	3.5	3.6	3.2	3.3	7.3	7.5	7.9	7.9	5.4	5.1	5.2	5.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,750 3.2	2,410 2.8	3,260 3.8	3,950 4.6	8,760 10.2				8,330 9.7									
	ABC TV		LIFESTYLES-RICH & FAM-M-F	NEW LOVE AMERICAN STYLE	RYAN'S HOPE	LOVING	ALL MY CHILDREN				ONE LIFE TO LIVE (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,230 2.6	1,980 2.3	2,580 3.0	3,350 3.9	6,610 7.7				6,440 7.5				7.7*					
	SHARE OF AUDIENCE %	{	11	9	11	14	25				26 *				28 *					
	AVG. AUD. BY ¼ HR. %	{	2.6	2.6	2.2	2.4	3.0	3.0	3.7	4.2	7.2	7.7	8.0	8.1	7.3	7.5	7.6	7.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,610 7.7	7,820 9.1	9,530 11.1				7,300 8.5				4,720 5.5							
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)					YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6	6,700 7.8	7,300 8.5				5,760 6.7				4,040 4.7							
	SHARE OF AUDIENCE %	{	27	31	30				30 *				23 *				17			
	AVG. AUD. BY ¼ HR. %	{	6.3	6.9	7.7	8.0	8.2	8.6	8.6	8.6	6.6	6.6	6.9	6.7	4.7	4.7	4.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,610 7.7	5,410 6.3	3,870 4.5	3,090 3.6	8,590 10.0				6,180 7.2									
	NBC TV		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES				ANOTHER WORLD (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 6.7	4,720 5.5	3,260 3.8	2,750 3.2	6,610 7.7				4,810 5.6				5.6*					
	SHARE OF AUDIENCE %	{	28	22	14	11	25				26 *				20 *					
	AVG. AUD. BY ¼ HR. %	{	6.5	6.8	5.5	5.6	3.8	3.9	3.1	3.3	7.4	7.6	7.9	7.9	5.7	5.6	5.7	5.5		
TV HOUSEHOLDS USING TV		WK 1	24.4	24.6	24.9	25.8	27.1	28.0	27.6	28.1	28.9	29.7	29.5	29.9	29.3	29.7	28.4	28.8		
(See Def. 1)		WK. 2	24.0	24.6	25.0	25.5	26.8	28.0	28.4	29.2	29.8	30.2	29.9	29.8	28.9	29.0	27.8	28.1		

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,310 12.0	GENERAL HOSPITAL										9,280 10.8 ABC WORLD NEWS TONIGHT
	ABC TV													
	AVERAGE AUDIENCE (Households (000) & %)	{	8,160 9.5	9.2*		9.7*							7,900 9.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	31 9.3	30*	9.8	31*	9.5							20 9.2 9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,700 7.8	GUIDING LIGHT (TU-F)(S)(OP) (SD)(SUS-SD)				2,230 2.6	PRESS YOUR LUCK (TU-F)(S)(OP)				(S)(OP)	9,880 11.5 CBS EVENING NEWS- RATHER
	CBS TV													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.3	6.2*		6.4*		1,890 2.2						8,500 9.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	21 6.1	21*	6.4	21*	6.3	7 2.2	2.3					
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	3,040 3.4	SANTA BARBARA										9,960 11.6 NBC NIGHTLY NEWS
	NBC TV													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,610 4.2	4.0*		4.3*							8,500 9.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	14 4.1	13*	4.2	14*	4.4							22 9.7 10.2

W	TOTAL AUDIENCE (Households (000) & %)	{	9,880 11.5	GENERAL HOSPITAL						10,140 11.8 ABC WORLD NEWS TONIGHT	
	ABC TV										
	AVERAGE AUDIENCE (Households (000) & %)	{	7,820 9.1	9.0*		9.3*				8,590 10.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ %	30 8.8	31* 9.2		30* 9.5	9.1				21 9.8 10.2
E	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3	GUIDING LIGHT (SD)(SUS-SD)				2,230 2.6	PRESS YOUR LUCK (S)(OP)		10,310 12.0 CBS EVENING NEWS- RATHER
	CBS TV										
	AVERAGE AUDIENCE (Households (000) & %)	{	5,500 6.4	6.3*		6.6*	1,890 2.2		8,680 10.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ %	21 6.0	21* 6.5		22* 6.6	7 6.5	2.2 2.2	22 10.1 10.3		
K	TOTAL AUDIENCE (Households (000) & %)	{	4,770 5.5	SANTA BARBARA						10,220 11.9 NBC NIGHTLY NEWS	
	NBC TV										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,610 4.2	4.1*		4.2*				8,930 10.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ %	14 4.1	14* 4.0		14* 4.1	4.4				22 10.3 10.4

TV HOUSEHOLDS USING TV WK 1	29.7	11.1	1.0	12.3	31.3	32.7	33.6	34.8	35.7	37.1	38.1	39.7	42.2	44.0	44.8	45.7
(See Def. 1) WK. 2	29.1	10.6	1.0	11.4	30.3	31.7	32.5	34.1	35.6	37.3	38.5	40.2	42.9	45.3	46.5	47.6

U.S. TV Households: \$5,900,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,490 2.9		2,660 3.1		4,040 4.7		3,610 4.2		3,010 3.5		2,920 3.4	
	ABC TV	{				PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS (B)		ADVENTURES (B)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,980 2.3		2,150 2.5		3,180 3.7		3,010 3.5		2,490 2.9		2,320 2.7	
	SHARE OF AUDIENCE %	{				16		13		15		13		11		10	
	AVG. AUD. BY ¼ HR. %	{				2.2	2.4	2.2	2.8	3.3	4.1	3.5	3.6	2.9	2.9	2.7	2.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,320 2.7		3,440 4.0		7,650 8.9				6,530 7.6			
	CBS TV	{				WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{				1,980 2.3		2,750 3.2		5,410 6.3	5.9*		6.7*	4,040 4.7	4.6*		4.8*
	SHARE OF AUDIENCE %	{				16		17		27	25 *		28 *	18	18 *		19 *
	AVG. AUD. BY ¼ HR. %	{				2.1	2.5	2.8	3.5	5.5	6.4	6.7	6.7	4.6	4.5	4.8	4.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,350 3.9		4,300 5.0		5,410 6.3		5,840 6.8		7,390 8.6		6,180 7.2	
	NBC TV	{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,490 2.9		3,690 4.3		4,300 5.0		5,150 6.0		6,360 7.4		5,150 6.0	
	SHARE OF AUDIENCE %	{				21		23		22		25		29		24	
	AVG. AUD. BY ¼ HR. %	{				2.6	3.2	4.1	4.6	4.9	5.2	5.9	6.1	7.3	7.4	6.1	6.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,150 2.5		2,410 2.8		3,870 4.5		4,720 5.5		4,210 4.9		2,830 3.3	
	ABC TV	{				PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,550 1.8		2,150 2.5		3,180 3.7		3,780 4.4		3,350 3.9		2,490 2.9	
	SHARE OF AUDIENCE %	{				13		14		17		17		15		11	
	AVG. AUD. BY ¼ HR. %	{				1.6	2.1	2.3	2.7	3.6	3.8	4.4	4.4	3.9	3.9	2.8	3.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,150 2.5		3,010 3.5		6,180 7.2				6,700 7.8			
	CBS TV	{				WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{				1,630 1.9		2,410 2.8		3,950 4.6	4.1*		5.1*	4,210 4.9	4.5*		5.3*
	SHARE OF AUDIENCE %	{				14		15		19	18 *		20 *	19	17 *		20 *
	AVG. AUD. BY ¼ HR. %	{				1.7	2.1	2.6	2.9	3.7	4.5	5.0	5.2	4.5	4.5	5.5	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,090 3.6		3,870 4.5		5,070 5.9		6,440 7.5		7,300 8.5		6,530 7.6	
	NBC TV	{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,410 2.8		3,260 3.8		4,380 5.1		5,580 6.5		5,930 6.9		5,670 6.6	
	SHARE OF AUDIENCE %	{				20		21		23		25		26		25	
	AVG. AUD. BY ¼ HR. %	{				2.5	3.2	3.5	4.2	4.8	5.5	6.4	6.6	6.7	7.0	6.4	6.9
TV HOUSEHOLDS USING TV WK. 1		10.5	13.0	15.3	17.1	18.6	20.7	23.0	24.7	24.8	24.8	24.8	24.8	26.1	25.6	25.9	
(See Def. 1)		8.9	10.7	14.1	16.8	19.4	21.1	22.6	23.9	25.5	25.9	26.0	26.5	26.6	26.6	26.8	
U.S. TV Households: 85,900,000																	

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 21,900
(Households (000) & %) 25.5

ABC TV

AVERAGE AUDIENCE { 7,560
(Households (000) & %) 8.8 4.8*
SHARE OF AUDIENCE % 31 18*
AVG. AUD. BY ¼ HR. % 4.6 5.0 5.6 6.7 8.7 9.1 9.2 9.4 9.4 9.0 9.4 9.5 10.0 10.2 10.1

INDIANAPOLIS 500
(11:00-4:13PM)

W

TOTAL AUDIENCE { 5,240
(Households (000) & %) 6.1

CBS TV

AVERAGE AUDIENCE { 4,470
(Households (000) & %) 5.2
SHARE OF AUDIENCE % 19
AVG. AUD. BY ¼ HR. % 5.4 5.1 4.2 4.6 3.1 3.2 3.4 3.6

RICHIE RICH
(SD)

DUNGEONS AND
DRAGONS
(SD)

POLE POSITION

GET ALONG GANG
(SD)

CBS SPORTS SAT
SP ED 1
NCAA MEN'S
VOLLEYBALL CHAMP

K

1

TOTAL AUDIENCE { 4,980
(Households (000) & %) 5.8

NBC TV

AVERAGE AUDIENCE { 3,950
(Households (000) & %) 4.6
SHARE OF AUDIENCE % 17
AVG. AUD. BY ¼ HR. % 4.6 4.5 3.7 3.7 2.5 2.6 1.8 1.8 4.0 3.9 4.4 4.4 4.4 4.5 4.6 4.8

ALVIN AND THE
CHIPMUNKS
(SD)

KIDD VIDEO
(SD)

MR. T

SPIDERMAN AND
FRIENDS

(1)
(-OP)

NBC MAJOR LEAGUE BASEBALL
ST. LOUIS VS CINCINNATI
SAN DIEGO VS PHILADELPHIA
(1:18-4:00PM)(OP)

TOTAL AUDIENCE { 3,610
(Households (000) & %) 4.2

ABC TV

AVERAGE AUDIENCE { 2,920
(Households (000) & %) 3.4
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 3.5 3.4 4.0 3.7 2.9 3.0 2.7 2.9 3.8 3.8

DROIDS
ADVENTURES

SUPERPOWERS
TEAM
(SD)

3,090
3.6
ABC WEEKEND
SPECIALS
ADVENTURES OF A TWO
MINUTE MEREWOLF, PT 1

2,490
2.9
11
2.7 3.0 2.7 2.9 3.8 3.8

4,810
5.6
AMERICAN BANDSTAND

W

E

E

K

2

TOTAL AUDIENCE { 4,470
(Households (000) & %) 5.2

CBS TV

AVERAGE AUDIENCE { 3,610
(Households (000) & %) 4.2
SHARE OF AUDIENCE % 15
AVG. AUD. BY ¼ HR. % 4.3 4.1 3.8 4.0 3.4 3.1 3.6 4.0

RICHIE RICH
(SD)

DUNGEONS AND
DRAGONS
(SD)

POLE POSITION

GET ALONG GANG
(SD)

TOTAL AUDIENCE { 6,110
(Households (000) & %) 7.2

NBC TV

AVERAGE AUDIENCE { 5,330
(Households (000) & %) 6.2
SHARE OF AUDIENCE % 23
AVG. AUD. BY ¼ HR. % 6.0 6.3 5.6 5.2 4.5 3.8 4.0 4.4 4.8 4.9 4.7 4.6 4.6 4.5* 3.4*

ALVIN AND THE
CHIPMUNKS
(SD)

KIDD VIDEO
(SD)

FRENCH OPEN TENNIS SAT

TV HOUSEHOLDS USING TV WK 1 26.6 27.6 27.1 27.7
(See Def. 1) WK. 2 26.9 27.1 26.9 27.0

26.6	27.6	27.1	27.7	28.0	28.0	28.2	28.4	28.1	28.0	28.1	29.0	29.5	29.8	29.5	29.6
26.9	27.1	26.9	27.0	27.4	27.9	27.6	27.9	27.6	27.3	27.5	28.5	28.4	29.4	29.2	28.5

U.S. TV Households: 85,900,000
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 7, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %)															
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %)															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %)															
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %)															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															

U.S. TV Households 85,900,000
(1) NBC MAJOR LEAGUE PRE GAME, NBC, 3:00-3:10PM

For explanation of symbols See page A

DAY SAT JUNE 7 1986

7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

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E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE NATION

6,010															2,320
7.0															2.7
3,180															1,720
3.7	3.0*					3.7*						4.4*			2.0
17	16 *					17 *						19 *			8
2.9	3.1	3.5				4.0				4.3		4.4		1.9	2.0

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE NATION

5,330															2,750
6.2															3.2
2,580															2,320
3.0	2.7*					2.9*						3.6*			2.7
14	14 *					14 *						15 *			11
2.4	2.9	2.6				3.2			3.6		3.6			2.7	2.7

10,050															
11.7															
2,230															
2.6	1.8*					2.2*						2.8*			3.3*
10	10 *					11 *						12 *			13 *
1.8	1.8	2.1				2.3			2.7		2.9		3.2		3.4

FRENCH OPEN TENNIS-SUN
(9:00-1:55PM)

TV HOUSEHOLDS USING TV WK. 1	5.8	6.1	6.0	9.1	11.6	14.2	16.8	18.8	20.3	20.9	22.2	22.5	22.6	23.3	24.0	24.2
(See Def. 1) WK. 2	6.6	7	11.1	10.3	12.0	14.0	15.5	16.4	18.8	20.1	20.8	22.0	23.4	25.3	25.5	26.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,550 5.3													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,260 3.8													
	SHARE OF AUDIENCE %	{			15	3.6*			4.0*									
	AVG. AUD. BY ¼ HR. %	{			3.2	3.9			3.9									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									11,940 13.9							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{									3,870 4.5	2.6*		3.6*		4.1*		4.7*
	SHARE OF AUDIENCE %	{									15	10 *		13 *		14 *		16 *
	AVG. AUD. BY ¼ HR. %	{									2.5	2.8	3.4	3.8	4.1	4.1	4.6	4.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			770 .9		4,210 4.9							4,120 4.8				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			690 .8		1,460 1.7	1.3*		1.7*		1.9*		1,370 1.6		1.7*		1.6*
	SHARE OF AUDIENCE %	{			3		7	5 *		6 *		7 *		5		6 *		5 *
	AVG. AUD. BY ¼ HR. %	{			.8	.8	1.4	1.2	1.7	1.7	1.9	1.8	1.8	1.7	1.8	1.7	1.6	1.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,720 5.5													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,090 3.6													
	SHARE OF AUDIENCE %	{			13	3.4*			3.7*									
	AVG. AUD. BY ¼ HR. %	{			3.3	3.6			3.6									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									21,730 25.3							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{									12,200 14.2	11.5*		14.1*		14.6*		15.6*
	SHARE OF AUDIENCE %	{									41	38 *		42 *		41 *		43 *
	AVG. AUD. BY ¼ HR. %	{									10.1	12.8	13.6	14.6	15.4	13.7	15.3	16.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{												4,120 4.8				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{												1,200 1.4		1.4*		1.5*
	SHARE OF AUDIENCE %	{												4		4 *		4 *
	AVG. AUD. BY ¼ HR. %	{	2.9	3.1	3.5	3.6	3.7	3.3	3.3	2.7	1.9	1.6	1.2	1.4	1.1	1.6	1.4	1.5
TV HOUSEHOLDS USING TV WK 1			23.1	24.1	24.8	24.7	24.8	25.5	27.3	28.6	27.8	28.2	29.2	30.3	30.5	30.7	30.4	30.9
(See Def. 1) WK 2			26.7	27.1	27.4	27.7	28.2	28.7	28.4	28.4	30.1	31.3	33.0	34.3	34.9	34.5	35.1	36.1

U.S. TV Households 85,900,000

For explanation of symbols, See page A.

DAY SUN. JUNE 8, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,410 6.3															5,760 6.7
	ABC TV		ABC SUNDAY AFTERNOON BSBL SAN FRANCISCO VS NEW YORK METS MONTREAL VS HOUSTON MULTI-SEGMENT TELECAST															ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{	1,630															4,550
	SHARE OF AUDIENCE %	{	1.9	1.9*		1.9*		1.8*		1.9*		2.1*		1.8*				5.3
	AVG. AUD. BY ¼ HR.	{	5	6*		6*		5*		5*		6*		5*				12
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	20,440 23.8															3,090 3.6
	CBS TV		KEMPER OPEN-SUN. (1:00-3:39PM) (OP)															CBS EVENING NEWS-SUND(B) (6:00-6:22PM) (OP)(SD)
	AVERAGE AUDIENCE (Households (000) & %)	{	11,510															2,750
	SHARE OF AUDIENCE %	{	6.1*	13.4		11.1*		12.3*		13.3*		13.3*		14.4*				3.2
	AVG. AUD. BY ¼ HR.	{	5.3	6.8	10.1	11.5		12.3	12.3	13.3	13.3	12.9	13.6	14.1	14.8			7
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					5,500 6.4											7,300 8.5
	NBC TV		WORLD CUP SOCCER-SUN (1:55-4:00PM)															NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)	{					2,490											6,360
	SHARE OF AUDIENCE %	{		1.6*		1.4*	2.9	1.7*		3.1*		4.0*						7.4
	AVG. AUD. BY ¼ HR.	{	1.8	1.4	1.6	1.3	1.5	1.9	2.8	3.4	4.0	4.0						17
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	8,420 9.8															5,330 6.2
	ABC TV		ABC SUNDAY AFTERNOON BSBL BOSTON VS MILWAUKEE BALTIMORE VS NEW YORK YANKEES (3:00-6:06PM)															ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{	2,320															4,380
	SHARE OF AUDIENCE %	{	2.7	1.8*		2.3*		3.0*		2.7*		2.9*		3.6*		3.9*		5.1
	AVG. AUD. BY ¼ HR.	{	8	5*		7*		9*		8*		8*		10*		10*		12
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{					11,600 13.5											8,250 9.6
	CBS TV		NBA CHAMPIONSHIP GAME 6 HOLSTON VS BOSTON (1:00-3:47PM)(OP)															CBS EVENING NEWS- SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)	{					5,070											6,610
	SHARE OF AUDIENCE %	{		15.6*		5.9	5.8*		5.4*		5.8*		5.9*		7.7			7.7
	AVG. AUD. BY ¼ HR.	{	15.4	15.7	13.6	7.5	5.9	5.6	5.3	5.5	5.5	6.0	6.2	5.7	7.3	8.2		19
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{					5,670 6.6											6,100 7.1
	NBC TV		WORLD CUP SOCCER-SUN (1:55-4:00PM)															NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)	{					2,490											5,070
	SHARE OF AUDIENCE %	{		1.3*		1.6*	2.9	2.2*		3.4*		3.2*						5.9
	AVG. AUD. BY ¼ HR.	{	1.1	1.2	1.3	1.9	1.9	2.6	3.3	3.4	3.6	2.8						14

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	1	8.58- 8.59PM	8.45	6,790	7.9	6,790	7.9	13	7.9								
ABC ABC NEWSBRIEF-MON	1	9.50- 9.51PM	9.45	7,220	8.4	7,220	8.4	13	8.4								
	2	9.59-10.00PM	9.45								8,850	10.3	8,850	10.3	16	10.3	
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.57- 9.59PM	9.45	11,340	13.2	11,000	12.8	20	12.8		10,740	12.5	10,740	12.5	20	12.5	
	2	9.58- 9.59PM	9.45								23,970	27.9	13,230	15.4	26	19.3	
CBS NBA CHAMPIONSHIP GAME 4(S)	2	9.00-11.27PM	+GRID 11.00 11.15											17.5*	33*	15.3	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	1	8.57- 8.59PM	8.45	10,820	12.6	10,140	11.8	21	11.8		9,710	11.3	9,710	11.3	20	11.3	
	2	8.58- 8.59PM	8.45								9,790	11.4	9,790	11.4	20	11.4	
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45														
	1	10.17-10.18PM	10.15	13,310	15.5	13,310	15.5	26	15.5								
CBS AMERICAN PORTRAIT-SUS(SUS)		8.58- 8.59PM	8.45														

EVENING THURSDAY																
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	6,960	8.1	6,960	8.1	14	8.1		5,330	6.2	5,330	6.2	10	6.2
CBS NBA CHAMPIONSHIP GAME 2(S)	1	9.00-11.33PM	-GRID 11.00 11.15 11.30	24,400	28.4	12,710	14.8	26	16.3 14.6 11.7							
									15.5* 30*							
CBS NBA CHAMPIONSHIP GAME 5(S)	2	9.00-11.44PM	-GRID 11.00 11.15 11.30								27,320	31.8	14,520	16.9	30	18.8 19.0 17.5
EVENING FRIDAY																
ABC ABC BUSINESS BRIEF-FRI	1	8.40- 8.41PM	8.30	8,250	9.6	8,250	9.6	21	9.6		8,420	9.8	8,420	9.8	20	9.8
	2	8.42- 8.44PM	8.30								6,360	7.4	6,360	7.4	13	7.4
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,300	8.5	7,300	8.5	16	8.5							
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45													
EVENING SATURDAY																
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	4,980	5.8	4,980	5.8	12	5.8		5,240	6.1	5,240	6.1	12	6.1
ABC ABC NEWSBRIEF-SAT		10.02-10.04PM	10.00	7,900	9.2	7,560	8.8	17	8.8		8,250	9.6	7,990	9.3	18	9.3
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	6,870	8.0	6,870	8.0	17	8.0		7,390	8.6	7,390	8.6	18	8.6
CBS NEWSBREAK-SAT		9.58- 9.59PM	9.45	7,040	8.2	7,040	8.2	16	8.2		6,180	7.2	6,180	7.2	14	7.2
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,620	11.2	9,620	11.2	24	11.2		9,020	10.5	9,020	10.5	21	10.5
EVENING SUNDAY																
ABC ABC SPORTS UPDATE-SUN	2	8.21- 8.22PM	8.15								9,360	10.9	9,360	10.9	20	10.9
CONT'D																

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING SUNDAY-CONT'D																		
ABC ABC SPORTS UPDATE-SUN-CONT'D	1	8.58~ 8.59PM	8.45	8,850	10.3	8,850	10.3	18	10.3									
ABC ABC NEWSBRIEF-SUN.	1	9.55~ 9.56PM	9.45	13,570	15.8	13,570	15.8	26	15.8									
	2	10.02-10.03PM	10.00								6,530	7.6	6,530	7.6	13	7.6		
CBS SPORTSBREAK-SUN		8.58~ 8.59PM	8.45	13,140	15.3	13,140	15.3	27	15.3		14,770	17.2	14,770	17.2	31	17.2		
CBS TONY AWARDS(S)	1	9.00-11.22PM	11.15	22,330	26.0	10,820	12.6	22	10.7*	24*								
									9.8									
CBS NEWSBREAK-SUN.	1	9.52~ 9.53PM	9.45	9,530	11.1	9,530	11.1	18	11.1									
	2	9.54~ 9.56PM	9.45								12,280	14.3	12,280	14.3	25	14.3		
NBC NBC NEWS DIGEST-SUN	1	8.58~ 8.59PM	8.45	6,960	8.1	6,960	8.1	15	8.1									
	2	9.02~ 9.05PM	9.00								7,470	8.7	6,610	7.7	14	7.7		
NBC NBC NEWS DIGEST-2-SUN.	2	9.51~ 9.54PM	9.45								7,900	9.2	7,730	9.0	16	9.0		
EVENING MONDAY-FRIDAY																		
ABC ABC NEWS:NIGHTLINE		>	11.30	6,530	7.6	5,070	5.9	17	6.6	MTUWF	6,100	7.1	4,720	5.5	16	6.3	M-F	
			11.45						5.2	MTUWF						4.9	M-F	
			12.00						4.3	TU & F						4.4	M-W	
ABC VIEWPOINT(S)	1	11.30~ 1.00AM	11.30	6,870	8.0	3,780	4.4	16	5.8	THU.								
			11.45				5.3*	15*	4.9	THU.								
			12.00						3.9	THU.								

			12.15				4.0*	15*	4.1	THU.							
			12.30						4.0	THU.							
			12.45				3.8*	19*	3.6	THU.							
ABC EYE ON HOLLYWOOD		>	12.00	1,550	1.8	1,290	1.5	8	1.5	MTUWF	1,290	1.5	1,120	1.3	7	1.3	M-F
			12.15						1.4	MTUWF						1.3	TU-TH
			12.30						1.4	TU & F						1.3	M-F
			12.45													1.1	M-F
			1.00													.7	MON.
CBS AMERICAN PORTRAIT	1	>	8.15	9,790	11.4	9,790	11.4	20	11.0	TU&TH							
	2	8.58- 8.59PM	8.45						11.7	THU.	7,730	9.0	7,730	9.0	16	9.0	MTUWH
CBS NEWSBREAK-M-F		>	9.45	8,160	9.5	8,250	9.6	16	9.4	M-F	9,450	11.0	9,450	11.0	19	8.6	M-F
			10.00						8.2	TU & F							
			10.15						11.3	THU.							
			10.30														
			11.00													12.9	THU.
CBS CBS LATE NIGHT I		>	11.30	6,010	7.0	4,120	4.8	18	5.2	M-F	5,840	6.8	3,780	4.4	18	16.5	TUE.
			11.45				5.0*	15*	4.8	MTUWF						5.0	M-F
			12.00						4.9	M-F						4.9*	16*
			12.15				4.8*	19*	4.6	M-F						4.7	M-F
			12.30						4.5	M-F						4.6*	19*
			12.45				4.4*	22*	4.3	M-F						4.4	M-F
			1.00				4.2*	27*	4.2	THU.						4.2	M-F
			1.15													3.6	M-F
CBS CBS LATE NIGHT II		>	12.30	3,690	4.3	2,750	3.2	20	3.6	M-F	3,350	3.9	2,490	2.9	19	3.2	TU&TH
			12.45				3.3*	17*	3.2	MTUWF						2.8	TU&TH
			1.00						3.1	M-F						3.6	M-F
			1.15						3.0	M-F						3.4	M-F
CONT'D																3.1	M-F
																2.8	M-F

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS LATE NIGHT II-CONT'D			1.30						3.6	THU.							2.5	TUTHF	
			1.45						3.4	THU.							2.2	TUTHF	
			2.00														1.8	THU.	
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,120	1.3	940	1.1	12	1.2	M-WSU		1,030	1.2	1,030	1.2	13	1.3	M-WSU	
			2.15						1.0	M-WSU							1.1	M-WSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,200	1.4	1,120	1.3	18	1.3	M-THSU		1,290	1.5	1,200	1.4	19	1.5	M-THSU	
			2.45						1.3	M-THSU							1.3	M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,800	2.1	1,030	1.2	24	1.5	M-THSU		1,980	2.3	1,030	1.2	24	1.6	M-THSU	
			3.15						1.5	M-THSU							1.5	M-THSU	
			3.30						1.4	M-THSU							1.4	M-THSU	
			3.45						1.3	M-THSU							1.3	M-THSU	
			4.00						1.3	M-THSU							1.2	M-THSU	
			4.15						1.2	M-THSU							1.2	M-THSU	
			4.30						1.1	M-THSU							1.2	M-THSU	
			4.45						1.1	M-THSU							1.1	M-THSU	
			5.00						.9	M-THSU							1.0	M-THSU	
			5.15						.9	M-THSU							1.0	M-THSU	
			5.30						1.0	M-THSU							.9	M-THSU	
			5.45						.8	M-THSU							.9	M-THSU	

NBC NBC NEWS DIGEST-M-F	>	8.45	9,880	11.5	9,880	11.5	20	10.3	M-F		8,850	10.3	8,850	10.3	18	10.3	M-F	
		9.00						16.4	MON.									
NBC NBC NEWS DIGEST-2-M-F	>	9.45	9,530	11.1	9,530	11.1	19	11.5	MWF		9,020	10.5	9,020	10.5	18	10.5	MWF	
		10.00						10.4	WED.									
NBC TONIGHT SHOW	11.30-12.30AM	11.30	9,960	11.6	6,180	7.2	23	8.1	M-F		9,360	10.9	5,410	6.3	20	7.7	M-F	
		11.45						7.9	M-F									
		12.00						7.2	M-F									
		12.15						6.4	M-F									
NBC DAVID LETTERMAN I	12.30- 1.00AM	12.30	4,040	4.7	3,260	3.8	20	4.1	M-TH		4,040	4.7	3,520	4.1	20	4.3	M-TH	
		12.45						3.5	M-TH									
NBC FRIDAY NIGHT VIDEOS	12.30- 2.00AM	12.30	5,670	6.6	2,830	3.3	16	5.1	FRI.		4,720	5.5	2,580	3.0	15	3.8	FRI.	
		12.45						4.2	FRI.									
		1.00						3.3	FRI.									
		1.15						3.1	FRI.									
		1.30						2.8	FRI.									
		1.45						2.1	FRI.									
NBC DAVID LETTERMAN II	1.00- 1.30AM	1.00	3,010	3.5	2,410	2.8	20	3.1	M-TH		3,090	3.6	2,580	3.0	20	3.2	M-TH	
		1.15						2.6	M-TH									
DAY MONDAY-FRIDAY																		
ABC ABC WORLD NEWS-MORN-615A	6.15- 6.30AM	6.15	1,630	1.9	1,550	1.8	21	1.8	M-F		1,720	2.0	1,630	1.9	21	1.9	M-F	
ABC ABC WORLD NEWS-MORN-645A	6.45- 7.00AM	6.45	2,320	2.7	2,230	2.6	19	2.6	M-F		2,580	3.0	2,410	2.8	20	2.8	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F	2.58- 2.59PM	2.45	6,790	7.9	6,790	7.9	28	7.9	M-F		6,790	7.9	6,790	7.9	28	7.9	M-F	
CBS CBS EARLY MORNING NEWS	6.30- 7.00AM	6.30	1,550	1.8	1,200	1.4	15	1.3	M-F		1,460	1.7	1,200	1.4	15	1.3	M-F	
		6.45						1.5	M-F									
CBS NEWSBREAK-11.57	11.57-11.59AM	11.45	6,360	7.4	6,100	7.1	28	7.1	M-F		5,840	6.8	5,580	6.5	26	6.5	M-F	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS PRESS YOUR LUCK-MON(B)	1	12.00-12.30PM	12.00 12.15	1,290	1.5	1,120	1.3	4	1.4 1.3	MON. MON.									
CBS NBA CHAMPIONSHIP GAME 1(S)	1	3.00- 5.30PM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15	16,410	19.1	8,500	9.9	28	8.1 8.8 8.9 9.4 9.9 9.6 10.7 11.2 11.0 10.8	MON. MON. MON. MON. MON. MON. MON. MON. MON. MON.									
							8.4*	24*											
							9.2*	26*											
							9.8*	28*											
							11.0*	30*											
							10.9*	29*											
CBS NEWSBREAK-3.44	>		3.30 3.45	5,150	6.0	5,150	6.0	20	6.0	TU-F		4,980	5.8	4,980	5.8	19	5.9 5.5	M-F M-F	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,120	4.8	4,120	4.8	16	4.8	W & F		4,640	5.4	4,640	5.4	17	5.4	MWF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.									
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.									
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30 4.45 5.00									5,410	6.3	3,350	3.9 3.6*	12 12*	3.5 3.7 4.1	TUE. TUE. TUE.	

NBC NBC NEWS AT SUNRISE	6.30- 7.00AM	5.15 6.30 6.45	2,410	2.8	1,800	2.1	17	1.6 2.5	M-F M-F		2,830	3.3	1,890	2.2	18	4.4 1.7 2.7	TUE. M-F M-F	
NBC NBC NEWS DIGEST-DAYTIME	2.57- 2.58PM	2.45	3,690	4.3	3,690	4.3	15	4.3	MWF		4,120	4.8	4,120	4.8	17	4.8	MWF	
DAY SATURDAY																		
ABC ABC FUN FIT-8:25AM	8.25- 8.29AM	8.15	2,580	3.0	1,890	2.2	14	2.2			2,150	2.5	1,800	2.1	14	2.1		
ABC INDIANAPOLIS 500(S)	1 11.00- 4.13PM	~GRID 4.00	21,900	25.5	7,560	8.8 6.4*	31 23*	6.4										
ABC ABC FUN FIT-11:55AM	2 11.55-11.59AM	11.45									3,870	4.5	3,090	3.6	13	3.6		
CBS IN THE NEWS- 8.26AM-SUS(SUS)	8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)	8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM	11.26-11.29AM	11.15	4,470	5.2	4,040	4.7	17	4.7			3,780	4.4	3,260	3.8	14	3.8		
CBS IN THE NEWS-11.56AM	11.56-11.59AM	11.45	3,780	4.4	3,610	4.2	15	4.2			3,520	4.1	3,260	3.8	14	3.8		
CBS IN THE NEWS-12.56PM	12.56-12.59PM	12.45	3,180	3.7	3,090	3.6	12	3.6			3,520	4.1	3,260	3.8	14	3.8		
NBC ONE TO GROW ON-8:28AM	8.28- 8.30AM	8.15	3,010	3.5	2,920	3.4	22	3.4			2,920	3.4	2,830	3.3	22	3.3		
NBC ONE TO GROW ON-8:58AM	8.58- 9.00AM	8.45	4,210	4.9	4,040	4.7	24	4.7			3,780	4.4	3,690	4.3	22	4.3		
NBC ONE TO GROW ON-10:28AM	10.28-10.30AM	10.15	6,270	7.3	5,930	6.9	26	6.9			5,760	6.7	5,580	6.5	25	6.5		
NBC ONE TO GROW ON-11:28AM	11.28-11.30AM	11.15	4,040	4.7	3,950	4.6	17	4.6			5,330	6.2	5,240	6.1	22	6.1		
NBC ONE TO GROW ON-11:58AM	11.58-12.00NN	11.45	3,180	3.7	3,090	3.6	13	3.6			5,240	6.1	5,070	5.9	22	5.9		
NBC NBC MAJOR LEAGUE PRE GAME	1 1.00- 1.18PM	~GRID 1.15 ~GRID 3.15	4,040	4.7	3,440	4.0	14	4.3			4,550	5.3	3,870	4.5	16	4.8		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY																	
CBS KEMPER OPEN-SUN.(S)	1	1.00- 3.39PM	+GRID 3.30	11,940	13.9	3,870	4.5	15	8.6								
CBS NBA CHAMPIONSHIP GAME 6(S)	2	1.00- 3.47PM	+GRID 3.45				8.6*	25*			21,730	25.3	12,200	14.2	41		
CBS NBA CHAMPIONSHIP GAME 3(S)	1	3.39- 6.22PM	+GRID 6.00 6.15	20,440	23.8	11,510	13.4	36	16.8 15.4					13.2*	37*	10.2	
CBS CBS EVENING NEWS-SUNDAY	1	6.22- 6.30PM	6.15	10,050	11.7	7,820	9.1	21	9.1								
NBC FRENCH OPEN TENNIS-SUN.(S)	2	9.00- 1.55PM	+GRID 1.45								10,050	11.7	2,230	2.6	10		
NBC FRENCH OPEN TENNIS(S)	1	12.00- 1.55PM	+GRID 1.45	4,210	4.9	1,460	1.7	7	1.8					1.2*	4*	1.3	